

IN THE SPECIFICATION

Please amend the specification of the original application as follows wherein new text is indicated with underlining and deleted text is indicated with ~~striketrough~~ or [[double brackets]].

Please amend the paragraph on lines 14 to 34 of page 9 (using the line numbers listed on the originally filed written specification) as follows:

Figures 1 to 3 ~~The above figures~~ illustrate advertising and purchasing methods that may result in higher customer response by offering versions of products that reflect the customer's preferences. In addition to offering versions of products reflecting customer preference, the present invention may be employed to select advertisement ~~product~~ types suited to the customer. The selection of advertisements may employ demographic information, preference information, purchase history, and other customer information. Purchase history may be employed to schedule services. For example, advertisements for oil changes, carwashes, and other services may be displayed if a predetermined interval has elapsed since the last service. An icon may be displayed in conjunction with a program containing an automobile to indicate the availability of services and that the viewer's vehicle may be due for service. Advertisement type may also reflect vehicle information wherein advertisements are tailored to the consumer's vehicle. New truck owners, for example, may be presented advertisements for bed liners and toppers (bed covers) wherein the colors and styles presented employ customer preferences, reflecting the color and model of the consumer's truck. Additionally, items that complement previous purchases, such as furniture, clothing, and appliances, for example, may be presented in advertisements. The method of the present invention may be employed to select both the type of advertisement presented and the variety of the products offered. Advertisements may also include coupons to encourage the viewer to participate in a product offering.